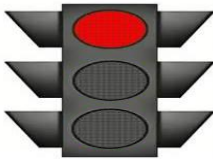
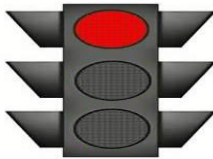
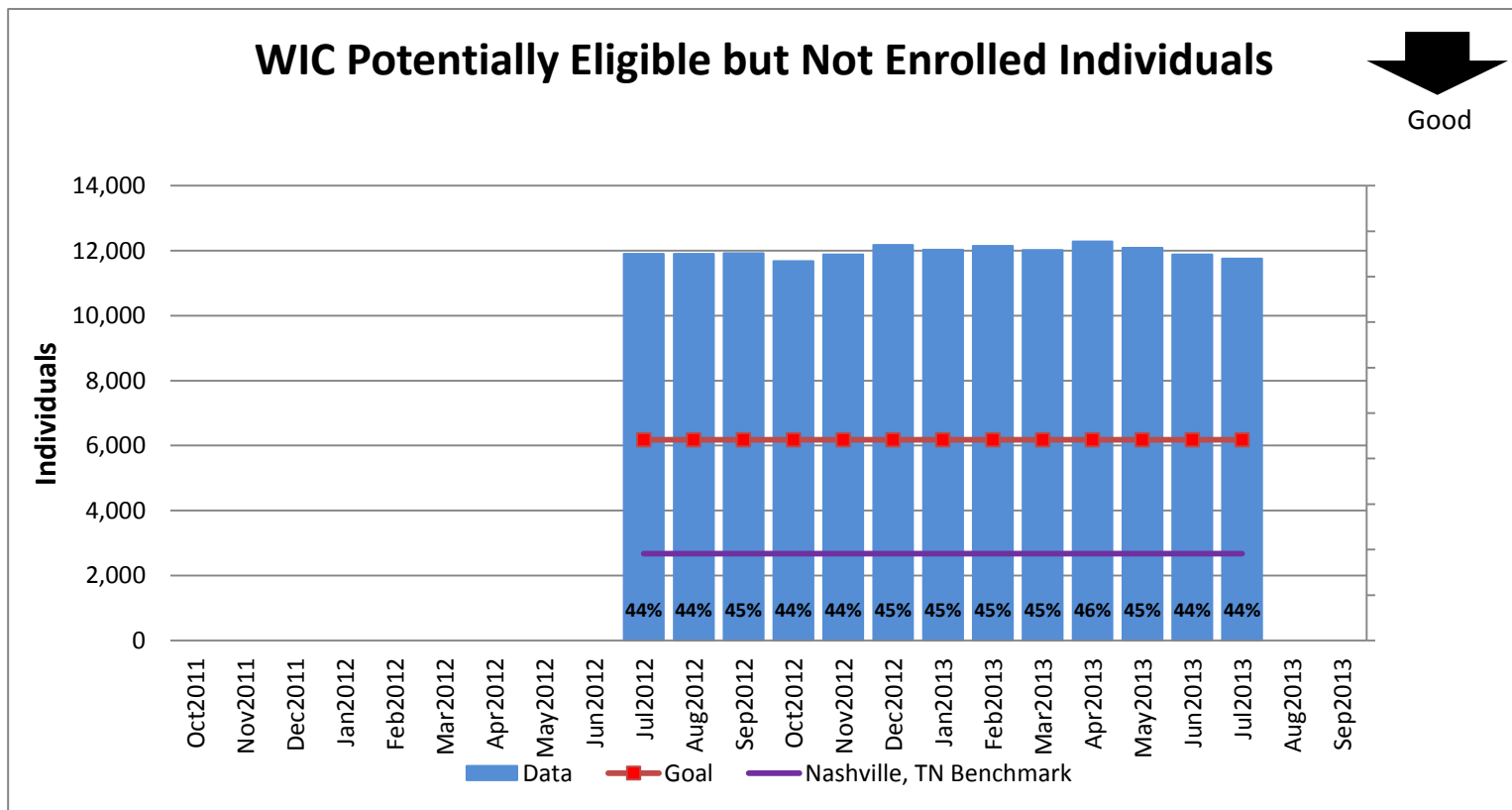


# WIC Potentially Eligible but Not Enrolled Individuals

## Public Health & Wellness

### 11/8/2013

Measurement method		Why measure?		What is our goal?	
The estimated total number of potentially WIC eligible individuals using American Community Survey less the number of currently enrolled WIC Participants		To identify opportunities for increasing WIC participation		To reduce individuals not enrolled from 44% to 23%	
How are we doing?					
Oct2012-Sep2013 12 Month Avg Goal	Oct2012-Sep2013 12 Month Average		Jul2013 Goal	Jul2013 Actual	
6,180	11,995		6,180	11,759	
Individuals	Individuals		Individuals	Individuals	
			Performance Stoplight Key		
			Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data		



LOUISVILLE METRO  
**OFFICE OF  
PERFORMANCE  
IMPROVEMENT**

